

BBA DEGREE END SEMESTER EXAMINATION: OCTOBER 2022**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE: 19U5CRBBA18: ART OF GRAPHICS***(For Regular - 2020 Admission)*

Time: Three Hours

Max. Marks: 60

PART A**Answer any 8 (1 mark each)**

1. What is easy to remove packaging?
2. What is virtual reality?
3. What are sign & directional placards?
4. What is etching?
5. Describe the functions of logos?
6. How does packaging help represent your brand?
7. What is Web Development?
8. What is animated cover art?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. What is highlight in a picture?
10. What is street art/graffiti logos?
11. What do you mean by unique & functional packaging?
12. What is Augmented Reality Technology?
13. What are the uses of poster?
14. Why do brand use heraldry?
15. What do you mean by Arabesque logos?
16. What are cast & drop shadow?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. What is the difference between calligraphy and graffiti?
18. What is image resolution? Give some examples.
19. How does type & images affect marketing & business communication?
20. What are Typographic Logo Designs? Illustrate using an example.
21. What are the strategies in packaging?
22. Discuss the impact of emerging technologies on graphic design.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Trace the history of the graphic design.
24. Explain the impact of type & image in a design.
25. Explain about any one designing software workspace .(Photoshop, Canva, Illustrator)
26. Explain the technology & future of graphic design.

(10 x 2 = 20)
